

**METHODS FOR SCREENING COMPOUNDS FOR**  
**ESTROGENIC ACTIVITY**

**ABSTRACT OF THE DISCLOSURE**

The present invention provides novel assay methods for identifying  
5 compounds that may have both estrogen agonist and antagonist properties. In particular,  
the assay use cells comprising promoters having an AP1 site linked to a reporter gene.  
Compounds capable of inducing or blocking expression of the reporter gene can thus  
be identified. The compounds may be further tested for the ability to modulate the  
standard estrogen response, as well.